

May 2004

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Tourism Works for North Dakota



Governor Hoeven proclaims Tourism Week in North Dakota

How important is tourism to North Dakota?

You decide.

According to Travel Industry Association of America, the average American pays \$1,000 less in taxes each year because of tourism. That alone should be enough for us to say a big thank you to those who are helping make this state a vacation destination.

In May, North Dakota joins the rest of the nation in observing National Tourism Week (May 8-16). It's also a time to call attention to the economic impact the industry has in North Dakota.

"This is an appropriate time to not only thank our visitors, but to honor the employees who serve them with world-class hospitality," Gov. John Hoeven said in proclaiming Tourism Week in North Dakota. "Once visitors are here, they not only see that North Dakota is a great place to visit, but a great place to live, work and do business as well."

Tourism is North Dakota's second-largest industry, generating \$3 billion in economic activity annually, according to a study conducted by North Dakota State University.

"When visitors come to North Dakota, it helps everyone," Hoeven said. "Visitors spend hundreds of dollars at local businesses, bringing money into our communities, creating jobs and supporting tourism attractions. They also pay local sales taxes, reducing the tax burden on North Dakota citizens."

Visitors spent more than \$63.2 million in 2003 as a result of advertising by the North Dakota Department of Commerce Tourism Division, according to an independent research study. For every marketing dollar invested in the U.S., the state got \$83 back in visitor spending; for Canadian travel the return was \$58 for every dollar spent. The same study showed state government received an estimated return of \$4 million on Tourism's

\$775,000 advertising investment in the form of sales tax revenue generated by visitor spending at restaurants, hotels, motels, retail stores, recreation facilities and gas stations.

North Dakota Tourism Director Sara Otte Coleman said Tourism Week is also a chance to remind North Dakotans about the fun things North Dakota has to see and do. "We want North Dakotans to 'See North Dakota' by beginning their summer travel season close to home and rediscovering their culture, their history and the fun things to see and do in their own backyard," Coleman said.

To receive a copy of the *North Dakota Travel Guide*, call toll-free 800-HELLO ND, or visit www.ndtourism.com. ●

Governor's photo contest

Calling all amateur photographers.

The North Dakota Tourism Division is sponsoring the 2004 North Dakota

Governor's Photo

Contest from now until

September 15.

Send your entries to

Rachel Retterath, North

Dakota Department of

Commerce, Tourism

Division, 1600 East

Century Ave., Suite 2, PO

Box 2057, Bismarck,

N.D., 58502-2057.

Categories are Scenery

(spring, summer, fall, winter), People, Outdoor Adventure and Activities, Attractions and Events.

Photos will be judged on their ability to showcase North Dakota as a Legendary destination. Photos must be submitted on a disk and accompanied by a 5x7 or 8x10 hard copy. Mounted, framed or e-mailed photos will not be accepted.



Got any photos of North Dakota that you've wanted to share, but didn't know how to do it? Here's your chance. The Governor's Photo Contest is an opportunity to share you photos with North Dakota Tourism, and possible get the photos published in upcoming division publications. Read the accompanying story for details.

The disk and back of each photo should have entrant's name, address, telephone number and e-mail address, category name and title, and location and date of photo. Winners will receive \$100 per winning photo. Winning photos will be featured in the 2005 travel guide and/or on the Tourism Web site. Winners will be announced in the October Tourism newsletter and in a statewide news release.

For more information on rules and regulations, contact Rachel Retterath at 701-328-2525 or by e-mail at rretterath@state.nd.us. ●

Attend training during Tourism Week

Tourism Week is a great time to attend one of the free Hospitality Training sessions offered by the North Dakota Tourism Division and its partners. The classes are open to the public. The programs are designed to help people, especially those in service industries such as restaurants, hotels, transportation services and service stations, promote their community and the state of North Dakota. If you

are interested in participating in any of the Hospitality Training courses, contact Annette Schilling at 701-328-3505 or aschilling@state.nd.us. ●

Hospitality Training

May 10: Bismarck, Lewis & Clark Hospitality Training, Kelly Inn

May 10: Wahpeton, Lewis & Clark Hospitality Training, NDSCS Tech Center

May 11-12: Hazen, Lewis & Clark Hospitality Training, Computer Training Center

May 12: Williston, Lewis & Clark Hospitality Training, Williston State College

May 13: Bismarck, Lewis & Clark Hospitality Training, Heritage Center

May 13: Dickinson, Lewis & Clark Hospitality Training, City Hall

May 13: Jamestown, Lewis & Clark Hospitality Training, Franklin School














May 14: Bismarck, Lewis & Clark Hospitality Training, Bismarck State College

June 1: Bismarck, Lewis & Clark Hospitality Training, Radisson Inn

Are you ready for visitors?

As we gear up for the busy spring and summer tourism season, this is the ideal time to make your business attractive to visitors and customers.

Steps to take:

-  Put a fresh coat of paint on interior/exterior of your building.
-  Trim the grass and weeds around your business or attraction.
-  Pick up any junk lying around that can be seen from the road.
-  Make sure the gateways to your community are litter free.
-  Make sure signage is well placed, attractive and maintained.
-  Clearly post your business hours of operation.
-  Make sure employees understand how important tourism dollars are for your retail or service business so that they are friendly and helpful to visitors.
-  Educate staff on other area attractions and events, so that "There is nothing to do here," is a reply never heard.
-  Educate staff about all of North Dakota's attractions and events so that they not only can give correct information but also detailed directions on how to get there.
-  Inform your community of what you have to offer so that it can act as an extended sales staff for your business.
-  Bookmark www.ndtourism.com for reference.
-  Stress resourcefulness and friendliness as essential assets for your staff.
-  Provide statewide attraction and event information to pass on to tourists so that they may choose to stay in North Dakota and see other areas. ●

Quarter for your thoughts

Do you ever feel like nobody gives a plug nickel about your thoughts? That your opinion isn't worth two bits? Well think again.

North Dakotans of all ages are invited to submit their design ideas for the North Dakota quarter. The coin, scheduled to be minted in 2006, is part of the Fifty States Commemorative Coin Project.

Tourism Quarterly Report

Area of Travel	2004 First Quarter	2003 First Quarter	Percent Change 04-03
State Park Visitors	54,437	50,632	8%
National Parks	6,839	7,389	-7%
Web Visits	Jan: 68,803 Feb: 65,884 Mar: 43,527	NA	NA
Major Attractions	62,319	67,764	-8%
Local Visitors Centers	5,561	4,421	26%
N.D. Airport Passengers	140,893	132,619	6.2%
Cumulative Lodging Tax	\$406,014.38	\$397,801.93	2%
1 percent Lodging Tax	January \$86,443.64 February \$89,954.88 March \$87,425.00	NA	NA
Statewide Hotel Occupancy Rate	Jan: 47.9% Feb: 56.3% Mar: 57.9%	Jan: 48.0% Feb: 55.8% Mar: 57.0%	Jan: -0.2% Feb: 0.9% Mar: 1.6%
Statewide Average Room Rate	Jan: \$50.74 Feb: \$51.47 Mar: \$53.79	Jan: \$49.84 Feb: \$51.32 Mar: \$52.52	Jan: 1.8% Feb: 0.3% Mar: 2.4%

The following chart shows the visitation stats for first quarter 2004. Listed below are the participating entities.

State Parks: Cross Ranch, Fort Ransom, Fort Stevenson, Grahams Island, Icelandic, Lake Metigoshe, Lake Sakakawea, Lewis & Clark, Turtle River, Shelters Grove, Fort Lincoln, Beaver Lake. **National Parks:** Theodore Roosevelt National Park, Fort Union. **Major Attractions:** Fargo Air Museum, Frost Fire Theater/Frost Fire Ski Area, Heritage Hjemkomst Interpretive Center, Knife River Indian Villages, Lewis & Clark Interpretive Center/Fort Mandan, National Buffalo Museum, North Dakota Museum of Arts, North Dakota State Capitol, North Dakota Heritage Center, Pembina State Museum, Plains Art Museum, Yunker Farm Children's Museum. **Local Visitor Centers:** Bismarck, Devils Lake, Dickinson, Fargo/Moorhead, Grand Forks, Jamestown, Minot, Rugby, Valley City, Wahpeton, and Williston. Web site visits reflect totals from January through March 2004. North Dakota Tourism began using Webtrends in April of 2003 to gather visitor data from www.ndtourism.com. The statewide hotel occupancy rate is measured by Smith Travel Research. If you should have any questions or would like to be included in the survey, please contact Tricia Miller at North Dakota Tourism at 800-435-5663. ●

"The Commemorative Coin Project gives us a great opportunity to share North Dakota's many cultural, commercial and recreational wonders with the rest of the nation and the world," Gov. John Hoeven said. "We have a chance to convey all of the unique and wonderful things that North Dakota represents."

Concepts should be 50 words or less and should be submitted to the North Dakota Quarter Design Selection Process Commission. The narrative should address how you want North Dakota to be seen on a national level.

The deadline is July 1.

Between 400 million and 1.6 billion quarters will be minted.



"The marketing potential of such distribution is unimaginable. We cannot underestimate the importance of these quarters and how we

use them to create an image for

North Dakota," Tourism Division Director Sara Otte Coleman said.

The state will submit five narrative design concepts for the North Dakota coin to the United States Mint. Based on the submitted narratives, the U.S. Mint will produce original artwork embodying each concept. After approval of the designs by the Secretary of the Treasury, they will be presented to the state. The public will have an opportunity to provide feedback on the final designs. As provided by the 50 State Quarters Program Act, the Governor will then recommend the final design to the Secretary based on the vote.

Submit ideas to the Governor's Office via mail, e-mail or fax. Citizens can mail their suggestions to North Dakota Quarter, c/o Governor's Office, 600 East Boulevard Ave., Bismarck, N.D. 58505. Fax submissions may be sent to 701-328-2205, and e-mail submissions may be sent to ndquarter@state.nd.us. A concept recommendation form is also available at www.discovernd.com. ●



Bill Goetz, Chief of Staff for Gov. John Hoeven, and North Dakota Tourism Director Sara Otte Coleman were on hand for the unveiling of the new North Dakota Adventure Edition Chevy pickup.

A truck to call our own

Chevrolet and West Dakota Chevy Dealers are producing the "North Dakota Adventure Edition" truck. The new special edition truck was unveiled recently in Bismarck as part of the North Dakota Lewis & Clark



Merchandising Program. Production of the special edition truck began in April, and the truck is available exclusively at West Dakota Chevrolet dealerships.

The Silverado sports special logo badges on the door, tailgate and driver's side rear fender. The special edition package also comes with a custom key chain and embroidered headrests. The Adventure Edition also comes in an exclusive Autumn Wood custom color.

"Chevrolet, especially the six western North Dakota dealers here today, is pleased to participate in this partnership with the state and to help draw attention to North Dakota and the bicentennial," said Steve Griffin, advertising and marketing manager for Chevrolet's Rocky Mountain Region.

North Dakota Tourism Director Sara Otte Coleman is pleased with the use of the North Dakota logo. "We

encourage commercial vendors to use this North Dakota logo on their products,” she said. “It not only promotes the state, but it shows that businesses recognize the integral part Lewis & Clark played in our state’s heritage.” ●

Reservation hotline a success

If people are worried about access to the water on Lake Sakakawea, they certainly didn’t show it on April 6, the first day they could reserve campsites at North Dakota state parks.

All sites at Fort Stevenson over the Governor’s Cup Walleye Derby weekend were snapped up in the first 20 minutes that the reservation line was open, said Donna Schouweiler of the North Dakota Parks and Recreation Department. More than 35 operators were available for bookings, but they still couldn’t handle the load without some delays.

Opening day reservations were up 36 percent over last year, and after two weeks, reservations were still 20 percent over a year ago.

Reservations for any day between May 21 and Sept. 6 can be made in any of 12 state parks by calling 800-807-4723. Between one-fourth and one-half (depending on weekends and holidays) of the state’s 1,300 campsites may be reserved. The remaining are on a first-come, first-served basis. Last year, the firm handling reservations took 4,473 bookings for 13,411 nights. Payment in full, plus the \$6 per site reservation fee, must be paid by credit card while making the reservation. Contact the department at 701-328-5357 or go to www.ndparks.com for more information. ●

Photo gallery set for launch

If a picture is worth a thousand words, get ready for War and Peace times 10.

Beginning in May, visitors to North Dakota Tourism’s Web site, www.ndtourism.com, will have easy access to all of



the great photos used by the division in its marketing and promotional materials.

On Wednesday, May 12, the site will be up and a link will appear on our homepage.

The photos are low resolution, so they would not be suitable for publications. However, high-resolution copies are available from the Tourism Division.

Use of the photos for promotional or commercial purposes is prohibited without the consent of North Dakota Tourism. Those that are marked for restricted use may not be used without the consent of the photographer. Other photos may be obtained by contacting Scooter Pursley at the Tourism Division at 800-435-5663. ●

Lewis & Clark grants awarded

North Dakota’s two Lewis & Clark National Signature Events – “Circle of Cultures: Time of Renewal and Exchange” and “Reunion at the Home of Sakakawea” – recently received \$5,000 grants from funds raised through the North Dakota Lewis & Clark Bicentennial Merchandising Program.

Fifteen other grants of \$250 were awarded and will be used for marketing Lewis & Clark-related events or attractions during the 2004 season.

The program collects royalty fees from commercial

vendors using the official North Dakota Lewis & Clark Bicentennial logo. Grant applications were reviewed by the Lewis & Clark Merchandising subcommittee of the North Dakota Lewis & Clark Governor's Advisory Board. Grant recipients, in addition to signature events in Bismarck-Mandan and New Town, are:

The city of **Washburn**; **Beulah** Convention and Visitors Bureau; North Dakota Art Gallery Association, **Minot**; **Westhope** Centennial; **Hazen** Chamber of Commerce; **Stanton** Civic Club; Prairie Winds Tourism of **Halliday**; **McKenzie County** Tourism Bureau; Fort Abraham Lincoln Foundation, **Mandan**; Lewis & Clark Fort Mandan Foundation, **Washburn**; Lewis & Clark Riverboat, **Bismarck**; Flaming Arrow Guest Ranch, **Washburn**; McLean County Fair, **Underwood**; **Ellendale** Civic Association; and **Oakes** Chamber of Commerce. ●

THIS 'N THAT

Museum featured

📖 Rand McNally's 2004 Road Atlas has included Jamestown's National Buffalo Museum in its "Just off the Beaten Path – 60 Hidden Gems Along the Interstates" section. The section features a map of the United States with numbers corresponding to one of the 60 "gems" and the National Buffalo Museum is "gem" number 15.

RVs on the move

🚐 Three-fourths of recreational vehicle owners will travel more this spring and summer than they have in years past, according to a survey of the Recreation Vehicle Industry Association by "Campfire Canvass." Nearly one-fourth – or 23 percent – said they will travel as much as last year. And 68 percent of those planning more travel say they will take more RV mini-vacations and spur-of-the-moment trips. According to the survey, camping is

the favorite activity (88 percent) of those under the age of 55, which is the fastest-growing segment of the market. Camping was followed by sightseeing (81 percent), swimming (68), fishing (61), hiking (56), biking/ATV (54) and festivals and fairs.

Fore!

🏌️ North Dakota Tourism partnered with Bob Kallberg of the Lewis & Clark Golf Trail to work a booth at The Great Minnesota Golf Show, Feb. 27-29, at the Metrodome in Minneapolis. Representatives from North Dakota distributed several thousand pieces of literature, including the Lewis & Clark Golf Trail Guide, the state travel guide, state maps and other golf-related information. A number of media contacts were made in hopes of getting the word out about the great courses in North Dakota. ●

WHERE'S SCOOTER?



This statue isn't the only unusual buffalo you're likely to see here. Where am I?

Oh give me a home where the buffalo roam ...

Vickie Mates of Medora didn't waste any time in identifying my April stop. She correctly placed me on the Little Missouri River where canoeing is best in the spring. Mates will receive a North Dakota Legendary shirt for her correct answer. This month, I decided to check out the wildlife in another part of the state. Where am I? Please e-mail your answers to jpursley@state.nd.us by May 20. In the event of a tie, a drawing will be held to determine who receives the Legendary or Lewis and Clark item. Be sure to include your name, address and phone number so I can contact you if you are the winner. ●